

Message Text

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AMEMBASSY BERLIN
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AMEMBASSY MOSCOW
AMEMBASSY SOFIA
AMEMBASSY VIENNA
AMEMBASSY WARSAW

UNCLAS PRAGUE 1623

USDOC FOR BEWT/TPD; VIENNA FOR TRADE FAIR SUPPORT OFFICE

E.O. 11652: N/A
TAGS: BEXP, CZ
SUBJ: TRADE PROMOTION SCHEDULE FOR 1980

REF: USDOC 09030

1. EMBASSY RANKS BELOW POSSIBLE TRADE PROMOTION THESES
FOR 1980:

2. BRNO ENGINEERING FAIR - OVERALL FAIR THEME WILL BE
CONSTRUCTION ENGINEERING INNOVATIONS. AS ENVIRONMENTAL
CONTROL IS NOT ENVISIONED AS PRIORITY BY GOC, WE SUGGEST
THAT OVERALL FAIR THEME BE GENERAL GUIDELINE FOR RECRUITMENT
OF U.S. FIRMS. ALTHOUGH CONSTRUCTION ENGINEERING HAS
NOT IN PAST RECEIVED SCARCE HARD CURRENCY FOR WESTERN
TECHNOLOGY, ENTERPRISES IN CZECHOSLOVAKIA ARE GIVEN
BUDGETS OF HARD CURRENCY SPECIFICALLY FOR TRADE FAIRS.
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THUS, DIRECT SALES ARE A POSSIBILITY IN 1980.

3. TSS THEMES OF HIGH GOC INTEREST AND RECRUITABILITY:
A. MINI COMPUTER APPLICATIONS;
B. MATERIALS TEST EQUIPMENT (DONE IN 1978);
C. PROCESS CONTROLS (DONE IN 1978);
D. METALLURGICAL PROCESS EQUIPMENT;

E. TEXTILES - (NOTE: NEW TECHNOLOGY ONLY).

4. TSS THEMES OF INTEREST REQUIRING GREATER PROMOTION EFFORT:

- A. NEW METHODS OF ENERGY CONVERSION;
- B. AIRPORT SYSTEMS;
- C. MEDICAL EQUIPMENT (US THEME AT BRNO FAIR IN 1977 AND 1978);
- D. CONTAINERS AND PACKAGING;
- E. MACHINE TOOLS (NOTE: NEW TECHNOLOGY ONLY);
- F. AUTOMATED AGRO-BUSINESS EQUIPMENT;
- G. CHEMICAL ANALYTICAL EQUIPMENT;

5. TSS THEMES OF LOW INTEREST AND RECRUITABLE WITH DIFFICULTY:

- A. MINING EQUIPMENT;
- B. GEOPHYSICAL EXPLORATION EQUIPMENT;
- C. BUILDING FIRE SAFETY;
- D. INDUSTRIAL SAFETY;

6. THEMES OF NO INTEREST:

OFFSHORE OIL AND GAS.
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